

Gremlin News

A Sega/Gremlin Employee Newsletter

Volume 2, Number 2

March/April 1982



Ready to unfurl Old Glory for the first time at the new facility are (left to right), Duane M. BLOUGH, President; Gene A. CANDELORE, VP Manufacturing; Peter W. GORRIE, VP Administration/Controller and H. Frank FOGLEMAN, Vice-Chairman of the Board.

Dust Clears

Gremlin Settles in For a New Era

The move is now complete.

Over four weekends in February everything was moved from Plant 1, Annex, and Plant 2 to Rancho Bernardo. Ralph Hawkinson, Facilities Manager, tediously planned and efficiently executed all of the moves. He was quick to comment that "all credit goes to the coordinators from each department who supervised the move for their fellow employees."

Plant 1 was renovated—walls and partitions came down. The entire office area of the second floor has been taken over by Engineering, with the exception of offices for the Vice-Chairman, Frank Fogleman, and a secondary Customer Service Stockroom. Advertising, technical publications and video production have moved into the northeast end

of the first floor and two production lines of turnaround projects have taken over the old Frogger lines as well as the area formerly occupied by Receiving and Receiving Inspection.

The Annex has been vacated. Smythe Building (Plant 4) was closed earlier. Shipping, in Plant 7 is preparing to move to Plant 2. Plant 3 is being cleared so that it can be vacated by the end of March. Finished Goods will be stored in Plant 7 and in Plant 1. Eventually, Plant 7 will be abandoned also.

Wood Products Division on Miramar Road has been unaffected by all of these moves.

While back at the Ranch...

A large sign to identify the new home of Gremlin Industries will be in place by the time this issue is off

Open House Planned

Plans are underway for an Open House for employees and their families so that they can tour the new plant. Tentative date selected is Saturday, May 15, 1982, from 1:30 p.m. to 4:30 p.m.

A video presentation of the manufacturing processes and free game play are expected to highlight the day's festivities. Games will be located in different areas so that everyone will be given a chance to play the types of games produced by our company. Refreshments will be served in the cafeteria.

The Open House for the employees will be preceded by one for the media and invited guests. This event will be more formal. David Rosen, Chairman of the Board, and Duane M. Blough, President, will greet the guests. They will be followed by a video presentation, a guided tour of the plant, and lunch.

Planning the events are a steering committee of Dave Dodd, Carl Gobel, Ralph Hawkinson, Bert Nishimura, Bob Rosenbaum, Ron Stein, and Len Wisz.

the press.

The first few weeks in a different environment have been exciting. Everything is new. All activities are under one roof.

Employees are reminded that there is ample parking on Company property. Parking on the city streets is prohibited by the Park. Automobiles so parked are subject to being towed away.

Smoking, eating and drinking in the manufacturing areas are not allowed.

Entrance and exit must be through one of three designated areas. All other doors have alarm systems.

Opening Day at Rancho Bernardo

Monday, February 8, 1982, was the red letter day.

Contractors and subcontractors had swarmed all over the new Gremlin Industries building in the Rancho Bernardo Industrial Park. Vendors and visitors wandered in and out. The prior weekend, movers had transferred the racks and tables and chairs and other equipment from Plant 1 on Aero Drive.

Security guards manned the entrances.

Even before the sun broke through the darkness, alarm clocks in many homes roused their occupants for the eventful moment. No longer sleepy, employees headed north on Highway 163, while gazing at the construction work underway. Traffic was light.

The working hours had been set for 7:00 a.m.

ESTELITA DAYACAP, ANITA NELSON and ADELAIDA L. SANTIAGO walked past the security guards in the main employee entrance at 6:20 a.m.—the first employees into the new building.

Five minutes later, the trio of AGATONICA PAGADOR, THANH LAM, AND THANH THI DO walked in through the auxiliary entrance, marking them as the first to enter by that route.

The good food and excellent service in the cafeteria have been a pleasant experience for customers. The daily specials tantalize the palate of employees and the hot food reminds all of food only "mother" can cook.

The first employee to pass through the cafeteria was Joyce Pritchett when she had breakfast at 6:30 a.m. on February 8th. She had consumed her bacon, eggs, hash browns and toast in ample time to be at her work station at 7:00 a.m.

Owners and operators of the cafeteria are the husband-wife team of Al and Helene Ritchie, who go by the firm name of Regal Cafeterias. Gary Siphon is the chef, Grace Gonzalez makes the salads and



First arrivals are (Left to right) Adelaida SANTIAGO, Anita NELSON and Estelita DAYACAP.

sandwiches and Estella Villa is the Cashier.

Safety—Everybody's Job

Leo Hartin, Safety Consultant with Self-Insured Services, our Workers Compensation carrier, emphasized the role of supervision in the overall loss control program at meetings held this month. He also covered the number of accidents in 1981.

Gremlin's record in safety has not been good. For the first quarter of this year there have been 42 reported accidents. Most have been minor. The major complaints have been muscle strains, followed by lacerations and contusions. There have been only a minimum number of days lost from work.

Since moving to Rancho Bernardo there have been 3 reported incidents.

In 1981 there were 144 reported incidents. Of this number, 14 were severe enough to cause employees to miss 210 days of work. Restricted work was prescribed for 180 days.

Safety Director is Ralph Hawkinson, Facilities Manager. Assisting him is a Safety Committee composed of representatives from each department.

SAFETY IS
EVERYBODY'S BUSINESS

Employee/Management Meetings Continue

The monthly luncheon meeting between employees and executives began anew in the Rancho Bernardo Conference Room on Friday, March 12, 1982. These gatherings permit employees to ask questions on a wide range of subjects.

Meeting with Duane M. Blough, President, and P.W. Gorrie, Vice-President, Administration and Controller were:

Glenn Wilder—	Quality Control
Debbie Page—	Purchasing
Robin Hawkins—	Materials
John Hawley—	Customer Service
Jeannette Brouwers—	Cost Accounting
Wilma McGillicuddy—	Production Test
Adrian Huerta—	Final Assembly
Hoang Truong—	Sub-Assembly

Ride?—Try the Bus

Thanks to the efforts of the Rancho Bernardo Personnel Managers Association, Express busses from Escondido to the Rancho Bernardo Industrial Park began on March 22, 1982. Four trips in the morning and four return trips in the afternoon are offered.

During the week of March 22 to 26, free ride tickets will be available to those employees desiring to try the service. Thereafter, this service will cost 65¢ a ride or monthly Econo-pass, good for unlimited rides on most North County Transit District's routes, may be purchased at \$20.00 per month. This pass may be used by anyone at any time since it is transferable. Personnel will have information on tickets.

The San Diego Transit System has bus services from the City of San Diego to the Industrial Park. Schedules are also available in Personnel.

Gremlin Displays New Hits at AOE

by Steve Margolin

It's SHOW time!

That's the rallying call for over 200 coin industry businesses which will show their products and services soon in Chicago for the 3rd Annual AMUSEMENT OPERATORS EXPO. For an industry that relies heavily on its shows, the A.O.E. has become one of the most important new product expositions in recent years. And, the activities will all come together this year at the newly completed Chicago Hyatt Regency Hotel on March 26, 27, and 28.

Sega/Gremlin is making its appearance at the AOE for the third year in a row, with a new and exciting product line-up. As in past shows, Sega/Gremlin's games are among the biggest hits of the expo. In 1980, at the first AOE, held in New Orleans, Sega/Gremlin stole the show with two video winners, Astro-Fighter and Monaco GP. Astro-Fighter, one of Sega/Gremlin's contributions to the popular "space" theme games, was widely recognized as one of the most challenging videos to make the scene in a long while. At the same time, Monaco GP satisfied the industry's need for a good driving game; consequently, both sitdown

and mini Monacos became overnight successes. The next year, another blockbuster duo, Astro Blaster and Carnival, rolled off Sega/Gremlin's production lines to take their places as hits of the 1981 AOE. Astro Blaster became one of the most talked about new pieces in the business, winning praise for its visually exciting graphics and realistic speech. It was the first video game in the industry with the highest-quality simulation of human speech. The game also ushered in Sega/Gremlin's new G-80 electronics package, which combined the latest solid-state technology with ease of board replacement and serviceability.

As in past shows, this year's A.O.E. offers a number of seminars covering a variety of coin industry topics, from game troubleshooting to owning and operating a games arcade. These seminars are one of the biggest attractions for the show attendees, since the sessions give them an opportunity to learn more about the pressing issues of their business. Each seminar is conducted by knowledgeable and respected people from all facets of the industry—manufacturing, distributing and operating. Sega/Gremlin's Vice-Chairman, Frank Fogleman, and Sales Manager, Jack Gordon, are participating in two of the 40 scheduled seminars during the expo weekend.

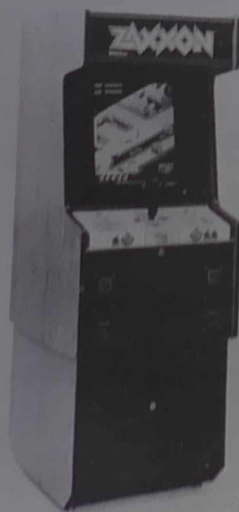
Of course, the main attraction of the AOE event is the showcase of new game products. Most of the country's game manufacturers will offer their current line-ups of video and pinball equipment, as well as pool tables and jukeboxes; and, a variety of companies which offer service and support products will also fill the expo hall.

True to their winning record, Sega/Gremlin this year will showcase its current series of proven and potential money earners; FROGGER, TURBO, 4-Player Eliminator, 005, and the newly released ZAXXON. FROGGER, firmly seated as one of

the top five video games in the country today, has set new records for the company as well. More FROGGERs have been produced and sold than any other game in Sega/Gremlin's history. TURBO, Sega's dynamic new driving game, does for video game players what the Indy 500 does for racing car fans. TURBO is something more than just a game... it's an event. 4-Player Eliminator offers real competitive spirit for 1 to 4 players, who play against each other or the computer. A different new video game from Sega, 005, takes the player on an exciting spy mission to evade watchmen and make a quick getaway in a helicopter. Sega/Gremlin's latest video entry into the marketplace is a game called ZAXXON. Any player is in for the ultimate space battle as he flies a rocket over an enemy city, firing at missiles and avoiding deadly obstacles. ZAXXON's appeal comes not only from the unusual game concept, but from the colorful and realistic depiction of the enemy installations. The game is destined to become a tremendous success.

Once the doors to the 1982 A.O.E. swing open, the attending SEGA/Gremlin personnel can expect a tremendous crowd of the interested and curious to flood the expo hall. The majority of principals from Sega/Gremlin's distributor network are expected to attend; and, a pre-show distributor meeting is scheduled, giving the distributors a better opportunity to see the new product closely and discuss business with factory representatives. A greater number of the distributors' customers, the operators, will more than likely attend since the show affords them a first-hand look at the new games. By weighing the distributor and operator response at the show to its new and current products, the manufacturer gauges the sales potential of the equipment.

This year, all eyes are looking to Chicago for another successful A.O.E. Judging from the expected turnout of manufacturers, distributors and operators, the 1982 A.O.E. is sure to maintain that winning tradition.



Zaxxon

Quality Circles Expand

Three Quality Circle groups are meeting regularly to try to improve productivity and reliability of Gremlin products. In addition, James Thompson of Final Assembly has completed Leadership Training and is expected to enroll volunteers. Three others, Terrie Bearden-Engineering, Carl Gobel-Material Control and John Harrold-Test, are expected to begin "the leader" training.

The first Circle is Gremlin's Quality Seekers from the PCB Assembly. Members of the group are: Anita Nelson, Maggie Ayala, Adelaida Santiago, Rosita Shipp, Claudette McKay, Judith Beltran, Nenita Dragon, and the leader of the group, Estelita Dayacap. This group made a short presentation of its progress to management this month.

The #2 Circle—Enterprise, Close Encounters of the Quality Kind—Sub-Assembly is collecting data on the causes for a particular problem under study. Members are: Vickie Walters, Annie Dinero, Margarita Sheffield, Terry Nash, Alfonso Ontiveros, Manea Manzano, Bill Plaetke and the group leader, Betty Abbott.

Circle #3—Customer Service Circle, has just started. Volunteers are: Heibat Seyfnarimani, Melodie Black, Darrel Walker, Rick Seeboth, Don Jensen, Mary Ann Porter, Phil Dodge, Tami Childs, Arlene Rimer and the leader, Bob Larkin.

Vera DeMichele is the Quality Circle Coordinator.

Call?—Dial Direct

Plants 1 and 2 and Wood Products have now been tied-in with the Rancho Bernardo telephone system, making it possible for callers to dial directly. The main number, 277-8700, is also available.

There are several San Diego direct lines which will permit calls into the San Diego area without using the "1" prefix. Simply dial "9" and the desired number.

Five-Years Service



Jimmy Booze, January 3



Betty Abbott, January 24



Cheryl Hager, February 10



Delbert Grimes, March 7



Ethelma Simmerman, March 7



Janice Arnell, March 28

Lines which have been added are:

PLANT 1

- 4470—Frank Fogleman—
Marita Keddeinis
- 4471—Jerry Hansen—
Ethelma Simmerman
- 4472—Terry Sorensen—
Terrie Bearden
- 4473—Steve Ness
- 4474—Dennis Clark—Debbie Creamer
- 4513—Richard Cortez
- 4514—Gordon Smith
- 4515—Cheryl Hager
- 4516—John Vroman
- 4517—Jim McDowell—
Production Control

PLANT 2

- 4475—4476—4477

WOOD PRODUCTS

- 4478—4479

Two-Years Service

January

Murphy Bivens, Michael
Hendricks, Lawrence Clague,
Barbara Michalec, Heldelita Elgar,
George Rojas

March

Aileen Waddingham, Gary
Shannon, Gordon Smith, Gordon
Schlenker

April

Vivian Klat, Bill Carnley, Comer
Pearson

GremlinNews

A Sega/Gremlin Employee
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